

## Location Composition

Category	County	% of State
2010 Population	183,407	3.87%
2010 Households	73,952	3.97%
2010 Group Quarters	2,340	1.88%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	158,015	86.16%	English	173,285	94.48%
Black	17,333	9.45%	Spanish	6,986	3.81%
Hispanic	7,145	3.90%	French	601	0.33%
Other race	3,218	1.75%	Chinese	318	0.17%
Multiracial	2,500	1.36%	Portuguese	262	0.14%
Asian	1,199	0.65%	Other Asian	259	0.14%
Nat. Amer.	1,137	0.62%	German	253	0.14%
Hawaiian/PI	6	0.00%	Other Slavic	226	0.12%

## Getting Involved

To learn more about this location, please contact Otis Corbitt (ocorbitt@alsbom.org).

### NOTES:

The Communities Summary identifies the top three types of communities in the county, the number of households, and the percent of the county.

The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of households, percent of the county households, and the percent of households that are unreached.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the county. The last three items provide the household percent that is "affiliated" with the top religious groups. "Other World Religions" include religions other than Islam, Hinduism, Buddhism, and Christianity.

Location Composition: Listed are the total number of people and the total number of households in the county.

Race/Ethnicity gives the population count and percentage of population for each of the race / ethnicity categories. The language section gives the population count age 5 yrs+ that speaks the language at home.

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## Reaching Baldwin County, AL

# MISSIONAL COUNTY DIGEST

## Top County Communities

### Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

## Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

In partnership with:



Households: 23,595  
Percent: 31.91%

## Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 14,165  
Percent: 19.15%

## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.



Households: 13,267  
Percent: 17.94%

## Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

## Top Lifestyle Segments



### Steadfast Conservatives (69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 11,541  
Percent: 15.61%



### Urban Commuter Families (67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 6,894  
Percent: 9.32%



### Rural Southern Living (59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Households: 6,645  
Percent: 8.99%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	49,252	66.6%
Religious but NOT Evangelical	11,368	15.37%
Spiritual but NOT Evangelical	8,817	11.92%
Non-Evangelical but NOT Interested	29,148	39.42%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	34,504	27.40%
Adult Obesity (as % of Adults yrs 25+)	32,112	25.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	15,741	12.50%
Children in Poverty (as % of all children)	8,357	20.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	7,256	8.90%
Household Violent Crime incidents (as % of all hhlds)	1,196	1.62%
Adult STD Incidents (as % of Adults yrs 25+)	471	0.37%

Note: A "0" means that this particular data item is not available for this county.

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 54,258  
% HH: 73.37%



### Connectors

Looking for relationship

# HH: 50,812  
% HH: 68.71%



### Creators

Looking for innovation

# HH: 46,691  
% HH: 63.14%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	10,840	14.66%
Evangelical Protestant Heritage	41,199	55.71
Mainline Protestant Heritage	16,905	22.86
Other World Religions Heritage	10,568	14.29